



GOVERNOR'S ADVISORY COUNCIL ON AGING

MARKETING AND OUTREACH TASK FORCE (MOTF)  
MEETING MINUTES

June 14, 2012  
1:00 pm – 2:30 pm

Governor's Office on Aging  
Suite 101  
Arizona Capitol Complex  
Executive Tower Building  
1700 W. Washington Street, Phoenix, Arizona 85007

**Council Members & Task Force Participants Present**

Joel Millman (Task Force Co-Chairman), Roger Forrester (Task Force Co-Chairman), Christine Bryson-Lazo (telephonic), Shawn Trobia, and William Walker

**Council Members Not Participating**

Doyle Meredith  
Karen Zanzucchi

**Council Staff Present**

Cathy De Lisa  
Kim Jennings

**Guests Present & Signing In**

None

**Welcome, Introductions, Review & Approval of Minutes**

Co-Chairman Roger Forrester called the meeting to order at 1:02 pm. A welcome and introduction period followed. After a review of the draft minutes from the April 26, 2012, *Shawn Trobia made a motion to approve the minutes as written; Joel Millman seconded the motion. The motion passed unanimously.*

**Tool Kit Discussion**

Joel Millman Co-Chairman provided an update to the group regarding the survey link added to the home page of the Mature Worker website ([www.azmatureworkers.com](http://www.azmatureworkers.com)). According to Mr. Millman, the intent is to collect input from site visitors to help ensure the site is easy to navigate, user friendly and provides helpful resources. Mr. Millman stated that an email invitation was distributed to the One Stop Career Center Directors asking them to have their staff complete the website survey and that access to the survey results is pending at this time.

### **Marketing Materials Discussion**

Co-Chairman Roger Forrester asked the group to focus on the website and brainstorm on content for the marketing materials. The group discussed key points important to all target audiences versus specific audiences, cost effective ideas for production of materials and the need to ensure marketing materials don't become obsolete as quickly as they're produced.

Christine Bryson-Lazo reiterated that she is committed to creating a report on how to reach mature workers and businesses and provide to the group.

In order to move efforts forward with the Task Force ahead of the next Mature Workforce Committee Meeting, Co-Chairman Roger Forrester asked that individual members draft their own ideas for marketing materials and bring them to the next MOTF meeting or email to Kim Jennings. Mr. Forrester asked Kim Jennings to email the key points related to the purpose and background of the website to the group following the meeting and to survey the group and coordinate plans for a meeting during the week of June 25-29, 2012.

### **Marketing Tool(s) Discussion**

As part of the discussion of marketing tools, the group highlighted the advantages of using links and electronic distribution of materials. Co-Chairman Roger Forrester referenced the 2011 Priorities Sub-Committee Work Plan that the Marketing & Outreach Task Force has used as a framework for discussions on revisions to the website. A copy of the Governor's Advisory Council on Aging's (GACA) Marketing and Outreach Task Force (MOTF) Work Plan is available for review through the Council on Aging office.

### **Target Audience Discussion**

The members cited job seekers, employers, One Stop Career Centers, Senior Centers, active adult communities, churches, community colleges, private employment agencies and the professional human resource association SHRM when during discussions of target audiences.

### **Announcements**

- Joel Millman announced he had taken the position of Workforce Investment Act (WIA) Section Manager working with the statewide WIA areas covering policies, monitoring, state apprenticeship, eligible training, provider lists, and programmatic oversight.
- Roger Forrester announced his involvement in the Senior Impact Council of the United Way of Tucson. Mr. Forrester also announced he would be presenting information at the next Mature Workforce Committee on the newly-formed Professional Employment Exploration and Resource Services PEERS program which has attained nonprofit status.

### **Adjourn**

The Committee meeting was adjourned by Co-Chairman Roger Forrester at 2:35 pm.

### **Next Meeting:**

**The next Marketing and Outreach Task Force meeting date and location will be confirmed and announced by public meeting notice posted at the GACA website, [www.azgovernor.gov/gaca](http://www.azgovernor.gov/gaca). These meetings are open to the public.**